

For Immediate Release**June 5, 2018****LIXIL Group Corporation**

LIXIL Unveils Innovative Solutions and Stylish Design for Consumers at KBC 2018 in China

Five product brands from LIXIL – INAX, GROHE, American Standard, LIXIL, and DXV - present at Asia's leading kitchen and bathroom trade show

Shanghai, China – As visitors and exhibitors are revving up to the most anticipated kitchen and bathroom trade fair in China, Kitchen and Bath China 2018 (KBC), LIXIL is present full throttle with five of its powerhouse brands - INAX, GROHE, American Standard, LIXIL, and DXV - showcasing its aligned strength this year. Leveraging its multi-category, multi-brand strength in China, LIXIL is delivering the best of technology and quality products to the discerning Chinese consumer.

This year, LIXIL unveiled an assorted range of innovative products for consumers in China at the 23rd KBC show this week in Shanghai (5-8 June 2018).



Opening ceremony at the GROHE booth

Present to attend the show, **LIXIL's Group President & CEO, Kinya Seto** said *"LIXIL's huge presence showcases its commitment to continued innovation in the technology and design of homes as they evolve over time to suit the needs of our consumers. Asia is positioned to be a key growth engine for LIXIL globally and China plays a key role within the Asia region. Today, as we participate in the KBC show to present our products across our brands, we aim to bring full range of designs and innovations to meet the lifestyle demands of consumer in China."*

Present during the show, **Bijoy Mohan, CEO, LIXIL Asia**, said *“These are exciting times as China is in the midst of a transformation to a consumer driven economy. We at LIXIL have taken the lead in orienting all our brands towards fulfilling the demand generated by this transformation. In Asia, LIXIL aims to transform the end-to-end home solutions experience to make it easy, enjoyable and of true value to the consumer. We are proud to once again bring together the aligned synergies of LIXIL’s brands at KBC and convey LIXIL’s promise of innovation and design to create better living solutions for all our consumers.”*

Key highlights from LIXIL’s brands at KBC include:

INAX

INAX continues to pursue new technologies that will lead to even cleaner and more hygienic ways of living, harnessing the expertise it has developed in Japan to create comfortable, environmentally friendly products to make exceptional bathroom spaces around the world. In 2017, INAX put forward the concept of "Simplicity for You" in China, offering integrated online and offline services to provide a one-stop shopping experience for consumers. Entering 2018, INAX is building on its offer. Among the products INAX will be displaying at KBC are the SATIS S shower toilet, the ultra-thin CERAFINE ceramic washbasin, and the New Passo intelligent covering plate, attracting attention through the polished appearance, design, and user-centric functional equipment of all its products.

GROHE

GROHE, a world leading premium sanitary fittings brand, has unveiled for the first time in Asia the pure iconic geometry and elevated design of its latest basin mixer product line GROHE ATRIO. GROHE will also be displaying the Allure Brilliant product line for showers, which continues to be a product in focus for its timeless design and brilliance. Meanwhile, the Lineare and Essence SPA Colour Collection will provide consumers with freedom of choice in shape and colour of basin mixer. With its products, GROHE enables consumers the freedom of choice, allowing individuals to express themselves and enabling them to make their dream bathroom a reality.

American Standard

American Standard, a brand with over 140 years of history and more than 30 years delivering innovative bathroom and kitchen products in the Chinese market, will showcase a series of star products covering toilets, basins, auto temperature mixers, shower systems, and kitchen products. With the theme “Beautiful, Purposeful, Safe for everyone”, American Standard shows its commitment on helping consumers to build a better, safer, and more beautiful home with innovative design and state-of-the-art technology.

LIXIL

LIXIL has been making Prefabricated Bathrooms in Japan market for over 50 years. The brand is now expanding its horizon in the rest of Asia with technology that will create a new surge in the bathroom construction industry. This year, showcasing the full bathroom concept, products displayed at KBC include INAX Satis shower toilet, AS basin and accessories along with GROHE smart control shower system. With this, LIXIL offers a one-stop solution to its customers with wide range of products to select from its international brands, catering to all lifestyles.

The knock down version of LIXIL bathrooms comes with simpler and reliable installation procedure which ensures cutting down the construction lead time drastically (to only two days, by two installers) from its state of art manufacturing facility.

DXV

The DXV brand of luxury bathroom suites feature timeless, reimagined styles from the four most influential design movements of the past 150 years – Classic, Golden Era, Modern and Contemporary. DXV's award-winning, ultra-luxe 3D faucet range combine space-age manufacturing with artisanal craftsmanship, to deliver water in luxuriously artful ways.

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About LIXIL

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

LIXIL Group Corporation (TSE Code: 5938) is the listed holding company for LIXIL's portfolio of businesses.

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